



1 Believe You Can

"You can do Social Media." ~ Kim Garst

2 Purpose for Social Media

- Brand Awareness
- Increase Leads
- Increase Sales
- Customer Retention
- Launch a Product / Service
- Establish Yourself as an Expert

3 Know the C's of Social Media

- Common Sense
- Critical Thinking
- Creativity
- Confidence
- Care
- Communication
- Consistency

You Are Here

4 Who Are You?

- What's your passion?
- What's your niche?
- What's your focus?
- What value do you add to your customers / industry?

5 Perform a Foundation Audit

- People
- Technology
- Information
- Time

6 Make a Plan

- Select the platform where your customers are
- Go slow!
- Quality over Quantity
- Authenticity
- Consistency
- Transparency

7 Take Action

- Identify your goals
- Select a platform
- Listen
- Post Content
- Engage with your community
- Measure
- Repeat the above steps